WDCR

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RSVP

February 2, 1971

Dear Bill:

Here, at long last, is the letter I've been promising.

First, about the seminar. It will be held Saturday, Frbruary 27, here in Hanover. I'm sure anyone from other Ivy stations who wanted to get places to stay could arrange them with our members.

Unfortunately, we have to charge for the banquet/cocktail party at night -- it will be $6.00 for a fine roast beef dinner, and unlimited refreshments afterward. The speakers will include: the GM of WINS, the GM of WCBS-FM, Bill Beutel of Eyewitness News on WABC, Harold Segal, our Boston Representative, and a former Agency Vice-President who is now with the marketing department at General Foods.

I am enclosing some copies of our latest Program Notes, survey summaries, and local rate cards, with additional information on them. Feel free to distribute them to clients, and ask for more.

I also enclose Beer Advertising guides -- setting forth the conditions on beer. Of course, beer placed through Ivy goes at Ivy rates, rather than our local rates.

It has been tentatively established that WDCR is the ONLY 24-hour station in the states of New Hampshire and Vermont. Try socking that to the advertiser, and then tell him we do this 365 days a year. Our second transmitter is on the way right now to give us extra reliability.

If any other Ivy stations are attempting to computerize their operations, they might want to exchange information with our head programmer, Allen Jayne. We presently print all logs by computer -- computerized billing and printing of affadavits is about two months from the testing stage. I'm pretty sure we're the most advanced in developing this angle, not so much through some special attribute of the station, but since we get a terminal and unlimited run time free. Also we have been fortunate in landing a top-notch guy to do the programming.

I'd be curious to know what some of the other stations are billing. We're averaging 5,450 a month, with a record of 7,300 last October (lots of paid political stuff). Total for the year is estimated at 65,000 - 70,000.

One pet beef of our business department -- they have trouble determining rates on Ivy buys. My understanding is that we generally get $3.00 per spot gross, less 40%. Could you clear us up on that? Also, can I have some Ivy rate cards and any recent selling materials you've put out?

I'd like to know what possible ways there are for us to assist you (in addition to prompt mailing of acceptances, affadavits and bills) in selling. Obviously, the more support we can give you, the more money we'll all make.

One question -- doesn't Cinema Systems of America have theaters near several of the Ivy stations? We have one, and I'm sure the Boston area has several. It might be worth contacting them. They are located in Boston, but would probably be well worth seeing.

Also -- how about seeing Chevy (Vega) and Ford (Pinto) on the air, along with VW. Perhaps you've already tried it, but I know Pinto was advertised on that Rosko Show College Marketing put out -- and again, it might be worth some more pushing with them.

Well, I'd better get going. I hope you can make it up for our get-together the 27th. It should be an interesting seminar, and it would also be a good chance for our staff to meet some of the mysterious "Ivy people." Let me know if you're coming.

Yours truly,

Charles Smith

Charles Smith
Senior Account Executive

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Enclosures

CS:eh